

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

No. 1511

Washington, D. C.

October 30, 1954

## USDA Removes Dry Beans from Control on Diverted Acres

The U. S. Department of Agriculture has removed dry edible beans from the list of crops for which acreage limitations will apply on 1955 production, in connection with requirements on use of acres diverted from allotment crops.

With regard to this action, USDA stated:

"As a result of unfavorable weather in September, the October crop report indicates a substantial drop in crop prospects, especially in Michigan where the great bulk of pea beans (the most important single class of beans) are produced. Continuing adverse weather in October has resulted in still further deterioration in some sections.

"Recent consultations with bean producers and their representatives show that, in view of the changed situation, they do not believe they will need the acreage limitation protection next year. Department officials say that they do not want to impose or continue any restrictions which are not essential."

### N.C.A. Program of Statistics on Packs and Canners' Stocks

The N.C.A. Division of Statistics has published a schedule of the reports on packs and stocks of canned foods it will issue during the 1954-55 season.

The schedule lists the 7 canned fruits and 13 canned vegetable items for which the Division regularly issues reports on canners' stocks and shipments, and indicates the months for which reports on each commodity are made.

The schedule also lists the 17 canned fruits, 5 fruit juices, and 24 canned vegetable products for which the Division issues reports on packs.

Copies of the statistical program are being distributed to canners in two ways: copies are being mailed by state and regional canners associations having statistical programs, while other copies are being mailed directly to canners in other areas.

## USDA Outlook for Agriculture in 1955 Foresees Continued High Consumer Spending for Food, with Good Supplies

It seems likely that demand conditions for farm products—including both domestic and foreign demands—will be at least as good in 1955 as this year, according to a report by the Agricultural Marketing Service of USDA on the 1955 outlook for demand and prices of agricultural commodities.

Economic activity in the nation has been quite stable so far in 1954 at a level slightly below the record year 1953. Total outlays by consumers, business and government showed some decline in the second half of 1953 but stabilized in early 1954, averaging some 3 percent lower in the first nine months of this year than in the same period of 1953.

The mild reduction in economic activity from a year ago reflects a shift from building up business inventories to reducing them and a substantial decline in government expenditures for national security programs. There were some significant offsets to the sharp reduction in federal expenditures: the continued rise in state and local expenditures for schools, highways, and other public construction; a growing housing boom; and an increase in consumer expenditures, particularly for food and services, even though expenditures for some durable goods such as automobiles were reduced.

Consumers have continued to spend 25 percent of their disposable income for food, the same percentage as a year ago. For 1955, USDA says that economic activity and the flow of income to consumers is likely to run at least at current rates.

Business investment in new plant and equipment has been gradually declining through 1954. Planned expenditures for this purpose in the fourth quarter of 1954 are 3 percent smaller than in the third quarter (after seasonal adjustment).

Total business inventories have been reduced about 4 percent over the past year. With consumer and other final demands expected to hold up well, the

effect of inventory liquidation will likely diminish over the months ahead.

In view of these prospects, consumer incomes and consumer spending are expected to remain fairly stable and may increase some. The domestic demand for food and other farm products should continue at least as good as in 1954, according to the report.

The parity ratio has fallen off gradually with the moderate decline in prices received for farm products. In the third quarter, the ratio averaged 88 compared with 93 a year earlier. Price prospects for 1955 point to little change from current levels in over-all price-cost relationships in agriculture.

Foreign demand for farm products has strengthened in recent months and probably will improve more in

(Please turn to page 326)

## Uses of Fruit in Ice Cream

A survey of fruit uses by ice cream manufacturers is being made by the U. S. Department of Agriculture to assist the industry in obtaining fruit products adapted to their needs. The survey will provide data on the volumes of fresh, frozen and canned fruits and berries used in ice cream manufacturing. It also will seek to obtain the ice cream industry's estimate of its potential uses of frozen fruits and berries, and to learn how these products may be improved to best meet ice cream industry requirements.

Questionnaires have been mailed by the Agricultural Marketing Service to more than 1,400 major ice cream manufacturers throughout the United States.

This survey is a part of an over-all study of fruit use in major food manufacturing industries—ice cream making, wholesale baking, and preserving. Collection of data for the baking and preserving industries is nearing completion. Industry response has been excellent on these studies, over 80 percent of all firms having replied.

## Texas Cannery Association

The Texas Cannery Association elected the following officers recently at the association's annual convention:

President—Harold L. Akin, Akin Products Co., Mission; vice president—Lewis H. Moore, L. H. Moore Canning Co., McAllen; treasurer—Joe Gavito, Jr., Quality Products Co., La Feria; executive secretary—J. Overby Smith, Weslaco (reelected).

## Stocks of Canned Foods

Reports on canners' stocks and shipments of canned peas and canned RSP cherries have been issued by the N.C.A. Division of Statistics, and detailed reports covering October 1 stocks have been mailed to all canners packing these items.

### Canned Pea Stocks and Shipments

	1953-54	1954-55
	(actual cases)	
Carryover, June 1.....	3,410,633	4,242,080
Pack.....	31,365,949	27,245,133
Total supply.....	34,785,582	31,488,113
Stocks, Oct. 1.....	23,865,598	19,860,729
Shipments, June 1-Oct. 1.	10,919,984	11,627,384

### Canned RSP Cherry Stocks and Shipments

	1953-54	1954-55
	(actual cases)	
Carryover, July 1.....	113,089	100,710
Pack.....	3,848,629	3,086,342
Total supply.....	3,961,668	3,253,052
Stocks, Oct. 1.....	2,273,723	1,909,184
Shipments, July 1-Oct. 1.	1,687,945	1,283,868

## Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1953	1954
	(thousands of dozens)	
Canner stocks, Jan. 1.....	55,300	65,305
Pack, Jan.-Sept.....	111,790	115,759
Supply.....	167,090	181,064
Canner stocks, Oct. 1.....	63,630	63,808
Canner shipments during Sept.....	13,546	14,276
Canner shipments, Jan.-Sept.....	113,460	117,261

## USDA Outlook for 1955

(Concluded from page 325)

the coming year. Foreign holdings of gold and dollar assets have continued to rise over the past year and in mid-1954 totaled \$23.7 billion, about \$2.4 billion larger than a year earlier. Most of this gain occurred in Western Europe and the sterling area.

Agricultural exports in the first half of this year totaled 6 percent larger than in the same months a year

earlier. Exports during the 1953-54 marketing year as a whole were up 4 percent.

Exports of fresh fruits and fruit products in 1954-55 are likely to be larger than in 1953-54 and the largest since 1946. Foreign demand is strong and the U. S. has larger supplies of citrus, apples, and dried prunes available for export.

### Fruit

Highlights in the outlook for fruit in the year ahead are increased production of citrus fruits in 1954-55, a larger deciduous crop in 1955, increased exports of fresh fruits and fruit products, and grower prices for citrus and deciduous fruits averaging slightly lower than in 1953-54.

With reduced packs of canned apricots, cherries, and peaches, the 1954-55 pack of canned fruits is expected to be a little smaller than the relatively large 1953-54 pack. Output of dried fruits also is expected to be somewhat smaller than in 1953-54, mainly because decreases in raisins and apricots more than offset an increase in prunes. Production of frozen fruits is down slightly in 1954, but the total of frozen and canned citrus juices is up. Further increases in output of frozen and canned citrus juices may occur in the season ahead.

### Vegetables

Total supplies of commercially processed vegetables (canned and frozen) during 1954-55 are expected to be fairly close to those of a year earlier, and adequate to maintain civilian consumption at the 1953-54 per capita rate. Indications point to a smaller total pack of processed vegetables this year than in 1953, but part of this decline has been offset by the heavier carryover stocks.

Total stocks of frozen vegetables reported in cold storage on October 1 were record large for that date but the seasonal increase has not been quite equal to that of a year earlier. This implies that the output of frozen vegetables this year may not be quite equal to the record 1953 pack of 1,077 million pounds.

### Dry Beans

Supplies of white beans are expected to be considerably smaller in 1954-55 than in 1953-54 and prices for these beans will probably be higher than a year earlier. On the other hand, supplies of some colored beans—particularly pinto, small red and pink—are expected to be substantially greater, and prices somewhat lower. Lima beans will con-

tinue in ample supply and prices are expected to be moderately lower.

Bean exports are expected to be lower in 1954-55 because of reduced availability of white beans for export and excellent crop prospects in Mexico, which will reduce their import demand for pinto beans.

### Fishery Products

Civilian consumption of fresh and processed edible fishery products during the next five or six months is expected to be close to the per capita rate of a year earlier, according to USDA. Supplies during this period are expected to be a little larger than in the corresponding months of 1953-54, especially if imports of frozen and canned fish continue at the rate of recent months.

Domestic supplies of canned fishery products through mid-1955, when the new pack season begins, probably will be at least as large as a year earlier. The packs of canned salmon and Maine sardines indicated for 1954 are a little larger than those of last year, and the pack of canned tuna, which has been running ahead of the 1953 pack, may set a new record this year. However, the pack of canned mackerel is down. The total pack is expected to be supplemented by heavier imports of canned fish in the next several months than in the corresponding part of 1953-54.

### Per Capita Consumption

Following are estimates of 1954 production and apparent civilian per capita consumption of selected foods, as reported by the USDA in *The National Food Situation*:

Commodity	—Production—		1954 as a Percent- age of '53
	1953	1954 Prelim.	
	(millions of pounds)		(percent)
Vegetables:			
Canned.....	7,186	6,600	92
Frozen.....	1,077	1,000	93
Fruits & Juices:			
Canned fruits.....	2,876	2,800	97
Canned juices.....	1,925	2,100	109
Frozen (inc. juice).....	1,254	1,350	108
Dried.....	861	800	93
Baby food.....	666	700	105
Total.....	15,845	15,350	96.8

Commodity	Per Capita —Consumption—		1954 as a Percent- age of '53
	1953	1954 Prelim.	
	(pounds)		(percent)
Vegetables:			
Canned.....	41.8	41.0	98
Frozen.....	5.3	5.5	104
Fruits & Juices:			
Canned fruits.....	13.8	14.7	107
Canned juices.....	20.5	20.2	97
Frozen (inc. juice).....	7.0	7.6	109
Dried fruit.....	4.0	4.2	105

### 1954-55 Schedule for Reporting Wholesale Distributor Stocks

Beginning October 31, the Bureau of the Census will resume its periodic reporting of distributors' stocks of specified canned foods.

During the 1954-55 marketing season, reports will cover stocks on hand October 31, December 31, March 31, May 31, and June 30. Stocks in sizes No. 10 and larger will be measured separately only in the December 31 report.

As during the 1953-54 season, the reports will cover 14 canned vegetables, 11 canned fruits, and 5 juices.

### Fruit Spread Production—1953

The fruit spread industry of the United States broke all peacetime production records in 1953 with a commercial output of 691,800,000 pounds, according to the annual survey conducted by the Food Industries Division, Business and Defense Services Administration, U. S. Department of Commerce. This total exceeded by 43,600,000 pounds the 1952 production of 648,200,000 pounds.

Increased production of preserves and jams in 1953 was largely responsible for the record-breaking total output. In that year the industry produced 352,600,000 pounds of preserves and jams, compared with 309,800,000 pounds in 1952.

These estimates are contained in the final report of the survey, titled *Fruit Spread Production—1953*, conducted by the Food Industries Division with the sponsorship and financial support of the National Preservers Association.

It was estimated that last year's commercial fruit spread was sufficient to provide 4.4 pounds for every man, woman and child in the country, as well as every American overseas. Per capita production in 1952 was 4.2 pounds.

The industry produced 239,300,000 pounds of jellies in 1953, compared with 230,500,000 pounds in 1952. The 1953 production of fruit butters was 71,800,000 pounds, or 7,900,000 less than the comparable 1952 total. In 1953 marmalade output totaled 28,100,000 pounds, a decrease of 100,000 pounds under 1952 production.

Strawberry jam and grape jelly led the list of production increases in 1953, with apple butter declining.

An important market improvement occurred in sales of preserves and jams in glasses of the smaller sizes in 1953, and in sales of all fruit spread products in bulk containers. Regionally, improvement was greatest for plants located in the Midwest and on the Pacific Coast. Imports of orange marmalade were a heavy competitive factor in the East.

Copies of *Fruit Spread Production—1953* may be obtained from the Department of Commerce or its field offices at 25 cents per copy.

### New Cookbook for Brides

Just off the press is Poppy Cannon's *The Bride's Cookbook*, published by Henry Holt and Company, New York. Miss Cannon, who is food editor of *House Beautiful* magazine, is a well known food expert and writer. The author of *Can-Opener Cookbook*, she has had food articles in numerous magazines, and has appeared frequently on radio and television.

Believing in utilizing the modern time-savers on the market, the author has used canned, packaged and frozen foods as the basis of most of the recipes in her book. Her first-hand information of both foreign and our own regional foods has been utilized in producing the interesting yet practical recipes for her new book.

In a foreword entitled "A Word to the Wives," Miss Cannon states:

"This book is devoted to the principle that the bride, aided by the canner, the baker, the ready-mix and frozen-food maker, may right from the start equal and even excel the ladies who win blue ribbons at the county fair. . .

"This is a very different book because it is based on a new theory; that some of the best meals of our time are whizzed together in a matter of minutes, often with the sketchiest of equipment and by the most blissfully untutored impresarios, i.e., brides with flowers in their hair and only half an eye on what's bubbling. In this book the can opener, the mix, and frozen food take their place among the immemorial little gods of hearth and household."

The recipes in *The Bride's Cookbook* are written in a new way which frequently includes descriptive phrases, how to garnish and serve the foods, and other helpful information for the novice in the kitchen. Miss Cannon points out that by using canned, packaged and frozen foods the bride is no longer required to spend time on "kitchen-maid" chores, for these have been done in advance by the manufacturer.

### True Story Magazine

Two short articles, each featuring a canned food, appear in the November *True Story* magazine. The pictures accompanying the articles show the can of food used in the making, as well as the finished product.

"I Serve Cheese-Flavored Pears with Lamb" is the title of home service director Esther Foley's "Cook of the Month" article, in which she interviews one of her readers. Canned pears sprinkled with cheese are featured with lamb roast.

Canned pumpkin is used in the recipe in the article entitled "Pumpkin Pie Is Easy . . . When You Know How." It says, "The recipe given here will produce a well-flavored, fragrant filling, and the cooking tips will help you bake a pie that's a dream."

### Khaphra Beetle Quarantine

The U. S. Department of Agriculture has established a research station in Arizona to study the khaphra beetle, and is proposing a quarantine to help prevent its movement into uninfested areas.

The quarantine, if warranted, would prohibit or restrict movement from Arizona, California and New Mexico, or from infested areas within the states, of grains and dried seeds of field and vegetable crops and other items that might help spread the insect.

The hearing to determine the necessity for, and objections to, the establishment of a federal khaphra beetle quarantine in the three states is scheduled to begin December 1 before a USDA representative in the New Custom House Building in Denver.

### William Clapper

William Clapper, 78, veteran Midwest canner, died at his home in Minneapolis October 20.

Mr. Clapper entered the canning industry with the Old Grimes Canning Company in Grimes, Iowa. From there he went to the Vincennes Packing Corporation at Vincennes, Ind., from which he took leave of absence to serve on the NRA program in Washington. He subsequently returned to Vincennes, and from there joined Minnesota Consolidated Canners, Inc., in Minneapolis, in 1936. He had retired several years ago.

after

s are  
to be  
duced  
export  
Mex-  
import

n and  
s dur-  
is ex-  
capita  
ng to  
period  
r than  
1953-  
on and  
of re-

fishery  
en the  
ly will  
earlier.  
n and  
54 are  
t year,  
which  
e 1953  
a year.  
ackerel  
pected  
er im-  
xt sev-  
onding

f 1954  
an per  
t foods,  
the Na-

1954 as a  
Percent-  
age of '53  
(percent)

92  
93

97  
100  
108  
93  
105

90.5

1954 as a  
Percent-  
age of '53  
(percent)

98

104

107

97

109

105



## International Trade Policies under Study at GATT Session

Delegates from about 50 countries met in Geneva this week for the start of discussions on world trade policies. The discussions are regarded as important to the future of the reciprocal trade program of the United States.

The conference, which opened October 28, is formally designated the ninth session of contracting parties to the General Agreement on Tariffs and Trade.

The present conference is considered one of the most important since the initial GATT meeting in 1947, because with improved economic conditions around the world a number of countries have found that the present Agreement does not fully meet their trade requirements.

Among the major matters for consideration are the need for a permanent secretariat, special treatment for underdeveloped countries, agricultural import quotas and export subsidies, import restrictions for balance-of-payments reasons, and the stability of tariff concessions (Article XXVIII).

The conference is expected to last three or four months. Outcome of the conference may be a new, permanent organization with wider responsibilities and a larger membership than the present GATT.

The United States, as the world's major trading nation, is the key member of GATT, but this membership is based on the President's executive authority and has not been ratified by Congress. The legality of GATT has been challenged by many on the grounds that the Constitution of the United States reserves to Congress the power to impose duties.

President Eisenhower has announced that U. S. participation in GATT will be submitted to Congress next year for ratification.

American negotiators may urge exclusion of trade in agricultural products from the Agreement, permitting member countries to restrict imports of foreign foodstuffs as considered necessary for the protection of domestic farmers. In return, the U. S. may accept a general ban on export subsidies, which are disliked by non-dollar countries.

### U. S. Delegation to GATT

The President has approved the State Department's nominations for delegates to the ninth session.

Chairman of the U. S. delegation is Samuel C. Waugh, Assistant Secre-

tary of State for Economic Affairs, and vice chairman is Winthrop G. Brown, counselor for economic affairs at the U. S. Embassy in London.

Other members of the delegation are Lamar Fleming, Jr., president of Anderson, Clayton & Company (cotton), Houston, and Cola G. Parker, chairman of the board of Kimberly-Clark Corp. (paper), Neenah, Wis. Congressional members of the delegation are Senators Carlson (Kans.) and Gore (Tenn.) and Representatives Simpson (Pa.) and Cooper (Tenn.).

### Position of British Empire Fruit Producers

In connection with the forthcoming conference, the following is quoted from the October 25 issue of *Foreign Crops and Markets*, official publication of the Foreign Agricultural Service of USDA:

"Commonwealth fruit canners have petitioned the British government to seek modification of GATT at the session to be held shortly in Geneva to give the United Kingdom authority to raise trade barriers against non-Empire producers.

"The fruit canning industries of Australia, South Africa, Malaya, the British West Indies, Kenya and Swaziland, through the British Commonwealth Producers' Organization, have presented a memorandum to the Chancellor of the Exchequer, the Board of Trade and the Secretaries of State for Commonwealth Relations and for the Colonies proposing that (1) tariffs on

imported foreign canned fruit be restored to the level of Ottawa agreement, (2) a new duty of 15 percent ad valorem be imposed on foreign canned grapefruit, and (3) the forthcoming GATT discussions be utilized by the United Kingdom to restate its position firmly and to revise existing tariffs and preferences. Products from Empire sources would continue to enjoy entry free of duty.

"In its petition to the British government, the Commonwealth canned fruit industry declared it to be their objective to satisfy the entire demand not only of the United Kingdom but of the entire Commonwealth for canned fruit and to develop an export trade to other markets. It urges also that shipments under U. S. Mutual Security Act provisions should not be repeated once the Ministry of Food has ceased to be the sole purchaser of imported canned fruit, of which bulk purchases are soon to be terminated."

## Canned Foods for Germany

The government of Western Germany on October 14 released \$2,275,000 of export certificate dollars for purchases by switch transactions of fruits and nuts, \$900,000 for dried peas and beans, and \$90,000 for canned asparagus.

According to USDA's *Foreign Crops and Markets*, the \$2,275,000 is to be used for the following: \$700,000 of canned pineapple, \$900,000 of fresh and canned citrus, and \$675,000 of dried fruit and nuts.

## TABLE OF CONTENTS

	PAGE		PAGE
<b>Death</b>		<b>Raw Products</b>	
William Clapper .....	327	Khapra beetle quarantine .....	327
<b>Farm Program</b>		<b>Research</b>	
USDA removes dry beans from control on diverted acres .....	325	Uses of fruit in ice cream .....	325
<b>Foreign Trade</b>		<b>Statistics</b>	
International trade policies under study at GATT session .....	328	USDA outlook for agriculture in 1955 foresees continued high consumer spending for food, with good supplies .....	325
Canned foods for Germany .....	328	N.C.A. program of statistics on packs and canners' stocks .....	325
<b>Personnel</b>		Stocks of canned foods .....	326
Texas Canners Association .....	326	Canned baby food stocks .....	326
<b>Publicity</b>		1954-55 schedule for reporting wholesale distributor stocks .....	327
New cookbook for brides .....	327	Fruit spread production—1953 .....	327
True Story magazine .....	327		